

INTER OFFICE MEMO

To: Marketing, Planning & Legislative Committee

Date: 6/24/2021

From: Ruby Horta, Director of Planning & Marketing

Reviewed by: WC.

SUBJECT: Back-to-School Events

Background:

County Connection's community participation was significantly reduced during the pandemic. Staff looks forward to restarting its participation in community and business events, and coordinate Class Pass field trips for schools with service along fixed-routes. See attachment for complete list of events.

With the schools reopening for fall in-person instruction, several schools have in-person walk-throughs for students to pick up schedules and other school type items. County Connection staff plans to be available to provide information on schedules, Clipper Youth and applications, and promote the Pass2Class program. Additional schools will be added as their information becomes available. Staff will also provide digital information to be incorporated with other communication to parents.

Financial Implications:

Any costs associated with events are included in the Promotions budget.

Recommendation:

For information only.

Attachments:

August Calendar

Attachment 1

August						
Sun	Mon	Tues	Wed	Thurs	Fri	Sat
1	2	3 College Park High 9-11:30 College Park High 1-3:30	4 College Park High 9-11:30 College Park High 1-3:30 Concord High - TBD Oak Grove Middle 8-4	5 College Park High 9-11:30* College Park High 1-3:30* Concord High - TBD Oak Grove Middle 8-4	6 College Park High 9-11:30* College Park High 1-3:30* Oak Grove Middle 8-4	7
8	9 Oak Grove Middle 8-4 Oak Grove Middle 5-7 Acalanes High 7:30-11:30 Campolindo High 8-1	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

*College Park preferred days to have staff for 9th and 10th grade students.